

THIS IS THE
NEW
WORD
GAUGE

Reveals the Actual
WORD CAPACITY
of your pen

With this latest improvement, confined solely to Conklin pens it is possible always to determine the word capacity of the pen and thus avoid the annoyance of suddenly finding the ink supply exhausted. Each of these marvelous new Conklins is equipped with a transparent section containing engraved numerals which form a scale by which the actual presence of ink can be seen and the word capacity established.

By the use of this pen writers can ascertain the actual number of words written without counting them and this is done by merely looking at the gauge. Refilling these pens is easy, sure and speedy—

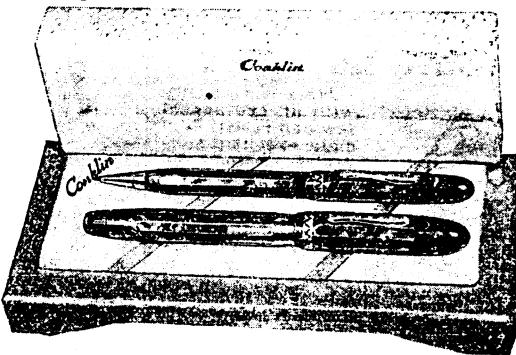
a positive mechanical action of a new device winding like a watch takes in the ink and being visible, the supply can always be maintained to assure uninterrupted writing service.

NOTE Prices quoted on this page are retail from which we allow a 40% Discount.

The New Type Sackless FOUNTAIN PENS with Perfectly Matched Pencils

First Real Improvement
Since the Self FILLER
SMOOTH performance
ALWAYS

Conklin writing implements are recognized standard for quality pens and pencils. Dealers everywhere find them an excellent source of profit and feature them prominently in their displays. Now with the improved sackless and gauge features Conklins forge ahead and set a new pace for quick sales.



Decagonal Foilage Pearl Set

Here is one of Conklin's "De Luxe" Decagonal "Nozac" pens with perfectly matched propell-repel mechanical pencil. Makes a fine gift in the handsome lined presentation box. May be had in black or foliage pearl. Specify which is desired.

D8849—Conklin "Nozac" Pen and Pencil Set. List \$15.00

"Nozac" Pens and Pencils

We list here the various shades in which Conklin "Nozac" Pens and Pencils can be had.

PENS

P39C—Black Pen
P39R—Red and Pearl Pen
P39G—Green and Pearl Pen

PENCILS TO MATCH

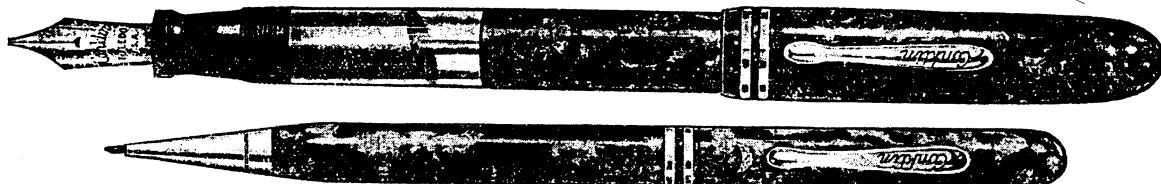
P80C—Black Pencil
P80R—Red and Pearl Pencil
P80G—Green and Pearl Pencil

Each
\$5.00

Each
\$3.50

39S—Set of matched Pen and Pencil, your choice of colors as described above. Set (2 pieces) \$8.00

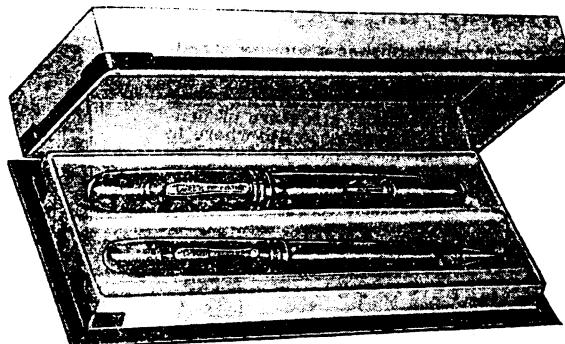
Conklin Vacuum Pens with Pencils to Match



This is the vacuum type sackless transparent section pen, made of non-breakable pyroxilin and has 14 k. iridium tipped gold point—14 k. gold filled bands. Each is fitted with spring clip.

75350C—Blk. Pen & Pencil Set	75350G—Green & Pearl Pencil Set	75360R—Red & Pearl Pencil Set	List \$5.50	350C—Blk. Pen 350G—Green & Pearl Pen 350R—Red & Pearl Pen	List \$3.50	75C—Blk. Pencil 75G—Green & Pearl Pencil 75R—Red & Pearl Pencil	List \$2.50
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Speedier and **ALWAYS SMOOTH**
performance



Endura Pen Set

The "Endura" set contains perfectly matched pen and pencil, both attractively arranged for gift giving in a handsomely lined presentation box. Choice of plain black, black and gold, foliage pearl, and dawn pearl.

8048—"Endura" Matched Pen and Pencil Set. List... \$8.00

Endura Pens

Made in over-size, medium and ladies' types.

58C—Extra Large Pen, in Black	\$7.00
58PC—Extra Large Pen, in Foliage Pearl	7.00
48C—Medium Pen, in Black	5.00
48FPC—Medium Pen, in Foliage Pearl	5.00
48GMC—Medium Pen, in Gunmetal	5.00
48BGC—Medium Pen, in Black and Gold	5.00

NOTE: Ladies' models same as No. 38, with ring instead of clip, same colors and prices.

Endura Pencils

80C—Black Pencil	List
80FPC—Foliage Pearl Pencil	
80GMC—Gunmetal Pencil	
80BGC—Black and Gold Pencil	\$3.50

Endura Matched Sets

Consists of perfectly matched Endura Pen and Pencil in choice of colors as listed above. Specify color desired.

68S—Set with Man's Extra Large Pen.	\$10.00
48S—Set with Man's Medium Pen.	
List	8.00	

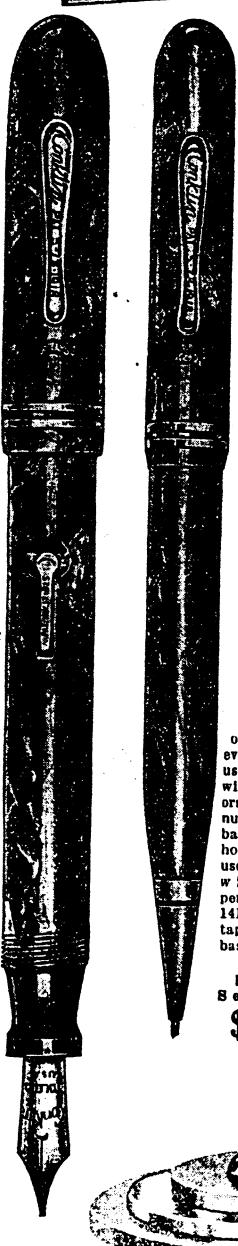
38S—Set for Ladies (Ring Top Pen). List 8.00

Desk Sets

These lovely desk sets have the approval of business executives and secretaries everywhere—fine for home use—excellent sellers. Made with base in following colors: Green, Red and Walnut, set off by chromium band, ball and socket for holding pen when not in use. Each set is fitted with self-filling Conklin pen, having iridium tipped 14K gold points and tapers in colors to match base.

P195—Desk Set Complete

\$1.95



Nationally Advertised — and FAVORABLY KNOWN EVERYWHERE

The maker's persistent publicity has paved the way for easy retail selling. When you capitalize Conklin advertising you make use of a tool that saves you selling expense. Show Conklin pens and pencils for best profit results. Latest designs and colors are shown.

40% Discount

40%—is allowed dealers on this page. All prices are printed list according to fixed policy of the maker.

Model 18 Sack Pens

Standard Conklin sack type pens in a variety of choice colors, as follows:

18C—Black Pen	List
18R—Red and Pearl Pen	
18G—Green and Pearl Pen	\$3.50

NOTE: Same as above in Ladies type pen with ring instead of clip—same price and colors.

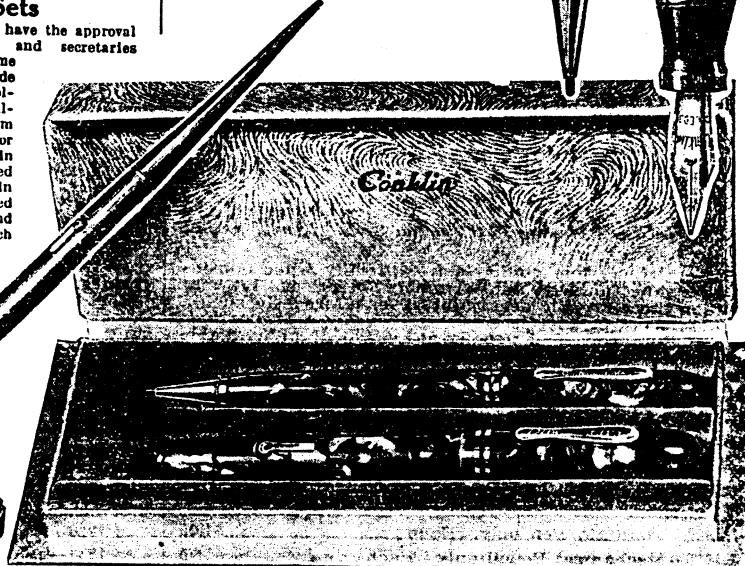
Model 75 Pencils

75C—Black Pencil	List
75R—Red and Pearl Pencil	
75G—Green and Pearl Pencil	\$2.50

Model 7518 Matched Sets—Pen and Pencil

Perfectly matched sets consisting of Pen and Pencil in choice of colors as listed above.

7518—Pen and Pencil Set for Men	List
7518S—Pen and Pencil Set for Ladies	\$5.00



Parkette Matched Pens and Pencils

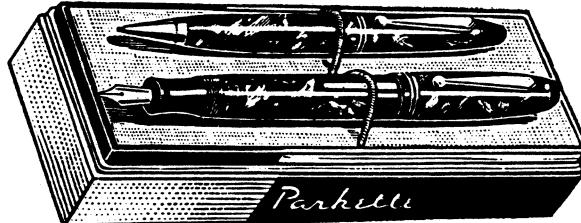
Manufactured for Durable Service by The Parker Pen Co.

Considered the Best Buy of the Day

Precision construction of these fine writing implements establishes a quality standard beyond duplication at prices anywhere near those we are enabled to quote. Each one is made with non-breakable Pearl Permanite barrel and pens, which compose the sets are fitted with solid gold points tipped liberally with a high grade iridium. Metal trimmings of both pens and pencils are gold filled. The mechanical structure of pencils makes possible a service for entire satisfaction that is not surpassed anywhere in this class. They propel and expel the lead when and as required. Parker products are known to embody utmost quality and have an international reputation for superiority which forces them to the forefront in sales.

Dollar for Dollar Comparison Will Prove Parkettes the best value

Whether you show Parker made products always or only occasionally you certainly cannot afford to overlook the genuine worth of these pens comparable upon the basis of price and service. After all no product can merit the approval of the public except it do so upon the principle of satisfaction in measure with cost. Such comparison is bound to fix your attention favorably upon these splendid values.



All Parkette Sets

Both DeLuxe and Standard are attractively arranged in BEAUTIFUL GIFT BOX

In conjunction with superb quality and eye-appearance that constrains the buyer to choose Parkettes the maker has arranged to furnish with each set the handsome gift box illustrated above. This is included without extra cost and provides buyers with a container that helps to make the intended gift much more attractive and acceptable.

Parkette De Luxe Sets

A surprisingly fine quality set, especially when considered in connection with our extremely low prices. Without question these are the best values ever offered—in such a popular class of merchandise and surely will be good sellers. Both pens and pencils are made of unbreakable Permanite—precision built—and have gold filled bands and the pen points are solid gold with tips heavily covered with iridium; also larger capacity for ink supply. Pencils which match perfectly are efficient propel-expel type and have new refill lead cartridge and large eraser. May be had in all black, burgundy, grey and green colors, as desired. Don't forget to mention color. 1 set in gift box.

P1826—Set of Pen and Pencil Matched. **\$1.77**
Pen Set
P1827—Fountain Pen only. Each.....\$1.05
P1828—Mechanical Pencil only. Each..... .90

Parkette Standard Sets

Without doubt this is one of the best pen and pencil set values offered this season. Produced in the latest Pearl effect barrels from a new substance known as Permanite—a compounded material of remarkable beauty and durability. Points of pens are solid gold, tipped with liberal portion of iridium, and both pens and pencils have gold filled bands which accent their supreme charm. Included with the pencil is the new refill lead cartridge and a handy large size eraser. You will agree that this is indeed the most attractive and serviceable set seen on the market at the low price we quote. May be had in black, burgundy, grey and green colors as desired. Don't forget to mention color when ordering.

P1829—Pen and Pencil Set (matched). **\$1.17**
Set
P1830—Fountain Pen only. Each..... .75c
P1831—Mechanical Pencil only. Each..... .45c

Most Bad Writing Begins with the Pen!

Here Is the First Important Step to a Quick Change for Improved Penmanship
That's the GOOD NEWS we now tell about

PARKER'S NEW CHALLENGER PENS

Require No "Breaking In"—They Start Right Off
—Smooth—Easy to Use

Fitted with Push Button Filler Under Cap

Parker De Luxe "Challenger"

Parker's Deluxe Challenger new leverless pen with pencil to match is the finest \$5.00 retail gift set of all time. When you see this pen you will appreciate the fact that this new leverless filler pen holds as much ink as the famous \$5.00 Parker Duofold and has the same solid gold point—a lovely style creation by Parker in iridescent pearl colors.

Challenger DeLuxe Duofold and Slender Size Pens in Grey, Burgundy and Green iridescent pearl colors. Retail \$3.50; Pencils to match retail \$1.50.

P429—Challenger DeLuxe Duofold Size. Each.....	\$2.10
P427—Challenger DeLuxe Slender Size. Each.....	2.10
P927—Pencils to match above pens. Each.....	.90

Pen and Pencil in gift box. Per set.....	\$3.00
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Specify colors desired.

Parker Standard "Challenger"

The Parker Challenger self-filling fountain pens with their smooth iridium points need no "breaking in." They are guaranteed by the manufacturer as effecting wear and mechanical perfection. These pens have the "push button" filler under bottom cap.—Challenger Pens retail for \$2.50; Pencils to match retail for \$1.25.

Pens are furnished in duofold size or standard slender size. See listing below.

Challenger Duofold and Slender Size Pens in Black, Burgundy, Grey and Green iridescent pearl colors. Retail \$2.50. Pencils to match retail \$1.25.

P279—Challenger Duofold Size Pen. Each.....	\$1.50
P277—Challenger Slender Size Pen. Each.....	1.50
P777—Pencils to match above pens. Each.....	.75

Pen and Pencil in gift box. Per set.....	\$2.25
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Specify colors desired.

Quink the New Parker Pen Cleaning Ink

Compounded with secret ingredient which attacks and dissolves all clogging sediment left by ordinary fountain pen inks.

Parker's New Pen Cleaning Ink is quick drying, non-clogging and in addition contains a secret ingredient which dissolves sediment left by other ordinary fountain pen inks.

Can be had in seven permanent colors: blue-black, royal blue, black, brown, green, red and violet; also two washable colors: blue and black which are easily removed from fingers and fabrics with soap and water.

P1810—2 oz. size, 3 doz. in carton, 15 lbs. Doz.....	\$1.20
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P1813—Pint size, $\frac{1}{2}$ doz. in carton, 13 lbs. Doz.....	7.00
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P1814—Quart size, $\frac{1}{2}$ doz. in carton, 24 lbs. Doz.....	10.80
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FREE ELECTRIC ACTION
WINDOW SIGN

For a limited time we are including absolutely free with the purchase of 6 dozen Quink—an electric action display sign in 6 colors which is designed to help increase your ink sales.

This offer is subject to early withdrawal so order today!



FEATURE THIS MOST AMAZING PENCIL DEAL!

A Single Sale Yields More PROFIT Than Five Ordinary Sales

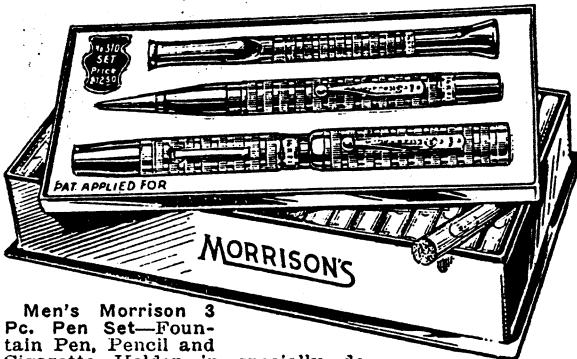
Window streamers, window spots, window display cards, dispensers, all in beautiful four colors, for use on your counter and in your window, are included FREE in this amazing VACUUM PENCIL DEAL plus an outstanding merchandise value for your customers. Customers get 85¢ worth of fine, new merchandise for 49¢—one 50c pencil, 48 inches of leads (20c), 3 large double erasers (15c). You make in a single transaction the profit you would ordinarily make on five regular sales. This is better than selling a pencil and waiting for your customers to return several times for leads and erasers. Do the work once, trade up from 5¢ and 10¢ sales by offering a thousand words a day for a year as provided in this deal at a real saving to your customers and at the same time maintain your regular profit margin.

This pencil can be sold to industrial firms who are regular users of mechanical pencils. You have here an amazing offer for your customers because in the deal the pencil costs them only 14¢ yet is a regular 50¢ utility value. That's why we recommend it to you.

Push this deal. Customers will be quick to see the advantages of the saving it presents. Full page national advertising in the Saturday Evening Post will include this deal which you must realize will play an important part in making sales for you.

A STRICTLY NEW IDEA!

—Is this Modernly Conceived COMBINATION SET



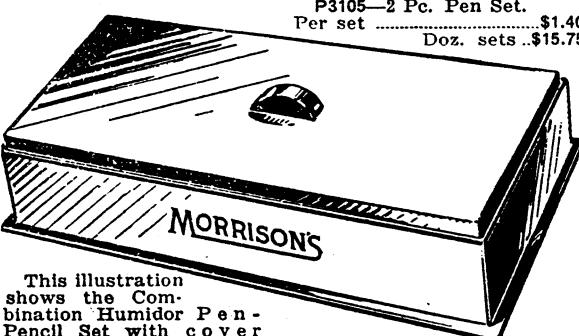
Men's Morrison 3 Pc. Pen Set—Fountain Pen, Pencil and Cigarette Holder in specially designed 50 cigarette capacity humidor case. Three perfectly matched pieces, heavy 14k. gold plate mountings of acid proof quality. When you see these you will realize why they are outclassing all colored Fountain Pens and Pencils. This is merchandise that is new and different and a rapid seller. Every item backed by Manufacturers' unlimited service guarantee. Price tagged \$12.50 per set. P3102—3 Pc. Pen Set. \$2.25 Doz. sets \$24.00. Per set.....

Ladies' Morrison 3 Pc. Pen Set—Same as above with short Pen, Pencil and longer Cigarette Holder. P3103—3 Pc. Pen Set. Per set, \$2.25. Doz. sets.....\$24.00

Men's Morrison 2 Pc. Pen Set—Consists of lever filler Fountain Pen and Mechanical Pencil of black hard rubber, mounted with 14k. acid proof gold mounting. Tagged to sell for \$9.50.

P3104—2 Pc. Pen Set. Per set.....\$1.40. Doz. sets.....\$15.75

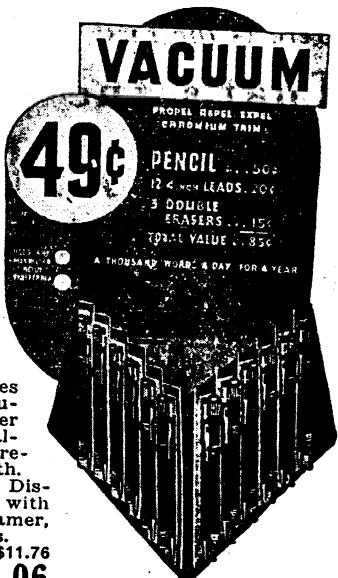
Ladies' Morrison 2 Pc. Pen Set—Same as above with short Pen and Pencil with ring tops. P3105—2 Pc. Pen Set. Per set.....\$1.40. Doz. sets.....\$15.75



This illustration shows the Combination Humidor Pen-Pencil Set with cover down.

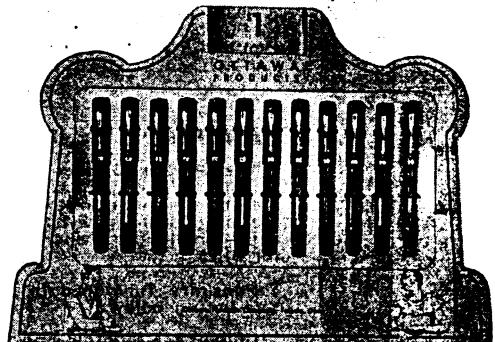
Here is the BIG DEAL

Each 49¢ customer deal is on a card containing one VACUUM utility pencil with substantial clip, chromium trim, propell-expel action, lead magazine and double eraser, plus tube containing 48 inches of leads and 3 extra double erasers. Uses either round or square leads, although round leads are preferred for greater strength. No. P706 consists of 2 Dispensers, each mounted with 12—49¢ deals, large streamer, two extra window spots. List retail price.....\$11.76 Our price net to you \$7.06



Ottawa Fountain Pens

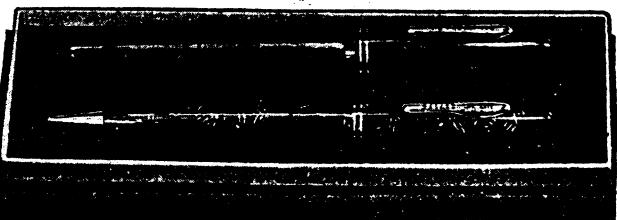
Made by CONKLIN



Ottawa Pens are fully guaranteed by the manufacturer. They have 14k. solid gold points and an assortment of colors, engraved bands and sturdy clips. Lever Self-Filling Pens to retail for \$1.00. Dozen on display card. P3106—Fountain Pen Asst. Doz.....

\$6.95

CONKLIN'S All American Pens

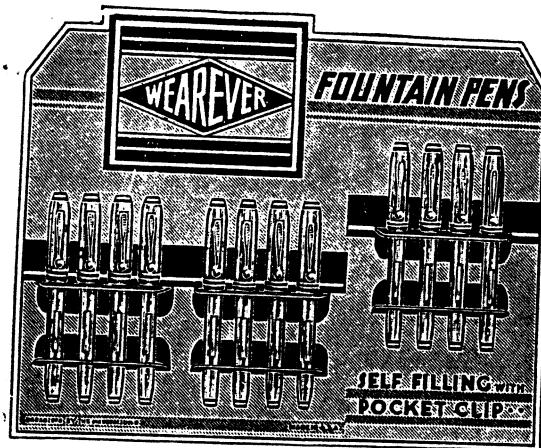


Conklins' "All American" Vacuum Pens with pencils to match. The pen with the visible ink supply. Furnished in Black and Pearl, Black and Red, Web Green, Web Red and Plain Black. Winds like a watch to fill.

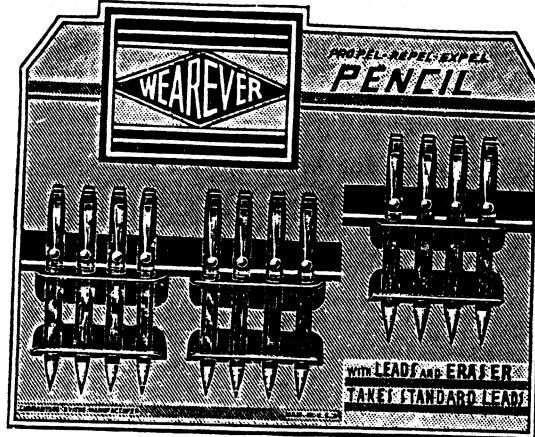
PV295—Vacuum Pens. Each.....	\$1.77	PV295/62—Pen and Pencil Sets. Each.....	\$2.37
PV62—Pencils. Each.....	60c	Specify colors desired.	

Popular Priced Fountain Pens and Combination Sets

Fountain Pens and Pencils to Match



P3063—Sided Fountain Pen. Equipped with regular gold plated point, $\frac{1}{2}$ in. chased band and gold plated trimmings, finished with black and white ends. Assorted 1 doz. mottled colors on display card. Doz. \$1.90



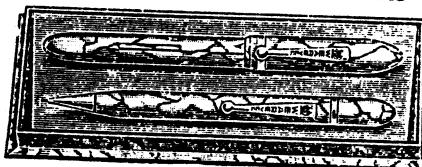
P3064—Sided Pencil. Matches above pen in assorted mottled colors, fitted with $\frac{1}{2}$ in. chased band, gold plated trimmings and with black and white ends. Operates from the top to propel, repel or expel. Asstd. 1 doz. on display card. Doz. \$2.00

Combination Pen and Pencil



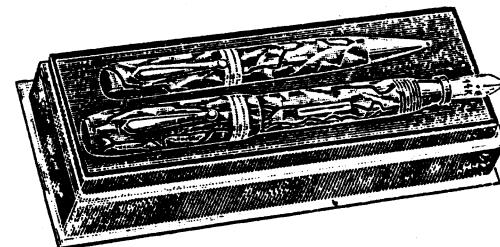
P3054—Pen and Pencil Combination. (Mfrs. 131). Propel, repel and expel pencil at one end and self-filling pen with gold plated point at other end. Assorted mottled colors. 1 doz. on attractive display card. Doz. \$2.25

Fountain Pen and Pencil Sets



P3018—Pen and Pencil Set. (Mfrs. 9757). Tapered style pen and pencil in latest mottle effect color combinations. Pen is equipped with Durium tipped gold plated point, pencil works from bottom. Each set in an attractive gift box. Doz. sets. \$4.00

P6771X—Fountain Pen. Same as above, bulk. Doz. 1.85
P1021X—Pencil. Same as above, bulk. Doz. 1.85



P3062—Midget Pen-Pencil Set, contains bullet shape midget pen fitted with heavy gold plated Durium point, chased band and gold plated trimmings. Pencil to match is bullet shape, midget size, chased band and works from the bottom. Comes in assorted pearl colors put up in a set box. Set. 40c Doz. sets. \$4.00

Combination Pen and Pencil



P3065—Tapered Combination Pen-Pencil. Equipped with regular gold plated point, nickel plated trimmings and three action pencil at the opposite end. Finished with black and white top cap. Comes in solid colors, green, orange, black and blue, asstd., or 1 doz. on card. Doz.

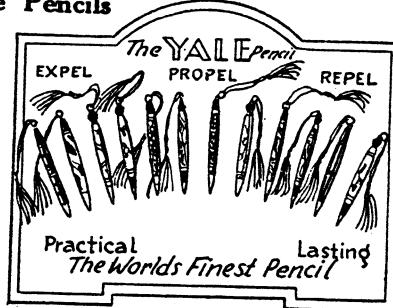
P3066—Bullet Shaped Pen. Fitted with gold plated point, plain band and nickel plated trimmings. (Same colors as above.) Doz. \$2.00

P3042—Pencil to Match. Same as above, working from above to propel, repel and expel lead. (Same colors as above.) Doz. \$1.50

P3042—Pencil to Match. Same as above, working from above to propel, repel and expel lead. (Same colors as above.) Doz. \$1.10

Yale Pencils

X1139—Yale Mechanical Pencil Asst. Propel, repel and expel action; asstd. lengths 3 $\frac{1}{2}$ to 4 in., Gallalith, 6 styles; asstd. color combinations, gold plated, ring top with colored cord and tassel. 1 doz. on display card. Doz. 80c



Mechanical Pencils, Lead Refills and Fountain Pens

EPENCO Pen and Pencil Assortments

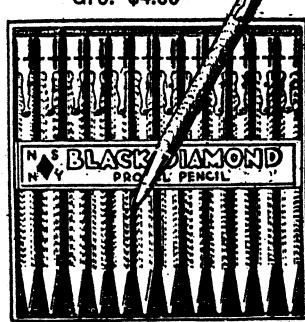


P1800—Epenco Automatic Pencil Asst. A high grade three-action pencil to retail for 25c. Length 5 1/4 in., genuine Bakelite barrels in marble like colors, matching P1700 fountain pens, 14 K. gold plated filigree bands, spring tension clips, dome shape tops and tapered tips, propel, repel and expel, barrel divides in center, disclosing magazine with 3 extra leads and removable red rubber eraser. 1 doz. on display card. Doz.... \$2.00

P1700—Ft. Pen Asst. An outstanding fountain pen value to sell at 25c. Genuine Pyralin barrels in the new marble-like colors, 14 K. gold plated pens, self-filling levers, tension clips, filigree bands and dome shape ends. 1 doz. on display card, asst. sizes, 8 large and 4 junior. Doz.... \$2.00

Black Diamond All Metal

An Outstanding Value
Doz. 35c
Gro. \$4.00



P3024—Automatic Pencil. Propel, repel, and expel action. All metal, nickel plated, chased design, slip-on pocket clip, rubber under cap, 5 extra leads. Length of pencil 5 in. 1 doz. in display box.
Doz.... 30c Gro..... \$3.35

Leads for Mechanical Pencils

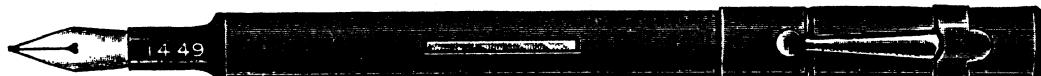


Thin Leads—Fine quality, HB grade thin leads.
P1084—Black. (Mfrs. 2522). 2 in. long, 10 in wood tube.
1 doz. tubes in carton. Doz..... 40c Gro..... \$4.50
P1080—Black. (Mfrs. 2517). 18 leads in tube. 2 doz. tubes on display card. Card (2 doz. tubes)..... 80c
P1091—Blue. (Mfrs. 2518). 6 in tube, 24 tubes on display card. Card (2 doz. tubes)..... 80c
P1092—Red. (Mfrs. 2519). 6 in tube, 24 tubes on display card. Card (2 doz. tubes)..... 80c



Thin Colored Leads—12 in decorated tube. 1 doz. tubes on display card.
P1091—(Mfrs. 2518B). Blue. Doz. Boxes
P1092—(Mfrs. 2519R). Red. Doz. Boxes
P1080—(Mfrs. 2517). Black. Doz. Boxes
40c

"Eagle" Metal Barrel Fountain Pens



P1454—"Eagle" Self-Filler Fountain Pen. Gold plated cap and barrel, suction filler, operates by submerging nib in ink and inserting coin in opening on barrel, goldine pen. 3 dozen in box. Doz..... 75c Gro..... \$8.50
P1452—"Eagle Red Jacket" Self-Filling Fountain Pen. Red barrel and cap, suction filler operates by submerging nib in ink and inserting coin in opening on barrel. Goldine pen, clips furnished with each pen. 3 doz. in box. Doz..... 75c Gro..... \$8.50



P1456—Fountain Pen Clip. Gold plated, for Eagle fountain pens, 1 gro. in box. Gro..... \$0.75
P1462—Fountain Pen Boxes. Folding cardboard boxes for individual pens. Gro..... 1.00

P1458—Eagle Self-Filler Fountain Pen. Gilt metal barrel and cap, chased design, suction type lever self-filler, gilt bowl point pen, complete with clips and directions. 1 doz. in box. Doz..... \$1.25

P1459—Eagle Self-Filler Fountain Pen. Same as P1458, with silver finish barrel and cap. 1 doz. in box. Doz..... \$1.25